



Retailer News

Volume 1, Issue 2

March 2004

Keeping it Simple

Everything will be new to you on launch day! Make it a fun day for you and your customers by keeping your promotions simple. Here's some ideas the Lottery has received—perhaps these would work for you:

Winning Wednesday – Ten times a day a customer will be asked to pull a random piece of paper from the Powerball drawing drum (possibly a round red object with the top cut off) to win the prize written on the paper -- a free lottery ticket or some other prize (free soft drink, free cookie, free coffee, free bag of popcorn, etc.)

Powerball POP! – Red helium balloons containing a piece of paper with a prize written on it are given to every 7th person who purchases a Powerball ticket, or to every person who purchases the PowerPlay option. They POP the balloon and win the prize written on the paper inside.

Free Friday – Buy five Powerball tickets and get a free car wash; **or** buy two Powerball tickets and get a free 12 oz pop of your choice; **or** have a drawing every Friday for **five free Powerball tickets**.

Super Saturday – Purchase one Powerball ticket with the PowerPlay option and get a free fountain pop, cup of coffee or other item.

- **PLEASE NOTE:** Second Chance Drawings are legal in North Dakota **only** when a customer is also allowed to enter without a purchase—when you offer alternative entry slips for customers to fill out and place in your drawing drum along with non-winning lottery tickets. If in doubt, contact Eileen Walsh: ewalsh@state.nd.us or 701-328-1574.

Retailer News is provided free of charge to each licensed retailer, Lottery Advisory Commission member, Scientific Games, and H2M.

INSIDE THIS ISSUE:

Lottery Promotional Items	2
Launch Day Celebrations	3
Lottery Advisory Commission	3
Amber Alert	4
Other Lottery News	4
Terminal Installation	5
Inserts Enclosed	Back

Lottery Promotional Items

Before the March 25th launch, each retailer will receive several Point-of-Sale and promotional items.

Some were delivered at the time the terminal was installed, including:

- **Powerball Educational Game Brochures** complete with a brochure holder to be placed near your lottery terminal.
- **Powerball Play Slips** complete with a play slip holder to be placed near your lottery terminal.
- A **Dry Erase Board** for recording and posting winning numbers and jackpot amounts, to be placed near your lottery terminal.
- Two **Dry Erase Markers**.
- Two **Dry Erase Board Hooks/Hangers**.
- A **Powerball Pop Tent** to be placed on or near your terminal OR on or near the cash register nearest to the terminal.
- **Red Golf Pencils** imprinted with “North Dakota Lottery” for filling out play slips—a year’s supply.
- A fluorescent **North Dakota Lottery Logo Sign**, to be placed in a window facing outside. Some retailers may not receive these signs until mid-April.
- A digital Beta Bright electronic **Scrolling Sign**. Messages on these signs can only be placed and changed by the North Dakota Lottery.

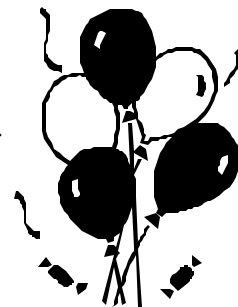
The following items will be sent to you before launch:

- ? A **“1st Ticket Sold” packet** – this packet contains a “1st Ticket Sold To” certificate (to be filled out and awarded by each retailer to the first person (customer) who purchases a ticket on March 25th) a North Dakota Lottery T-shirt, a North Dakota Lottery antenna ball, and a North Dakota Lottery jar grip. Retailers are encouraged to add items to this fun packet.
- ? **Jackpot Alert** lottery clerk **stickers** – 125 per store—to be worn by clerks selling tickets until gone.
- ? Two **North Dakota Lottery T-shirts** for lottery clerks to wear on March 25th, launch day.
- ? **C-Stores/Gas/Service Stations/Truck Stops ONLY:** Twenty-five (25) North Dakota Lottery antenna balls to be given away to the first 25 customers who buy lottery tickets.
- ? **Grocery/Supermarkets/All other Retailers ONLY:** Twenty-five (25) North Dakota Lottery jar grips to be given away to the first 25 customers who buy lottery tickets.



Launch Day Celebrations

Thank you to all the retailers who sent us lottery launch celebration ideas, and to those of you in Fargo, Grand Forks, Minot, Bismarck, Dickinson and Williston who sent in applications to host our launch ceremonies.



The schedule for these ceremonial launches is listed below. Attorney General Wayne Stenehjem, members of the Lottery Advisory Commission, and staff from the North Dakota Lottery will attend ceremonies throughout the state.

<u>City</u>	<u>Time</u>	<u>Retailer</u>	<u>Address</u>
Fargo	8:30 a.m. (C.T.)	Hornbacher's Southgate	1532 32nd Avenue S
Grand Forks	11:00 a.m. (C.T.)	Hugo's #8	1750 32nd Avenue S
Minot	11:00 a.m. (C.T.)	Harley's Conoco	1514 16th Street SW
Bismarck	11:00 a.m. (C.T.)	Dan's Super Market #2	1122 N 11th Street
Williston	11:00 a.m. (C.T.)	Economart	300 W 11th Street
Dickinson	10:00 a.m. (M.T.)	DJ's Amoco	450 12th Street W

Important: Time of Terminal Activation on March 25th

Please log on to your terminal between 5:30 a.m. (C.T) and 8:00 a.m. (C.T.) so you can receive messages from the Lottery. Ticket sales will begin in Fargo and West Fargo at 9:15 a.m. (C.T.) on March 25th. All remaining retailers may begin ticket sales at 11:15 a.m. (C.T.).

Lottery Advisory Commission

The Commission serves as a policy advisor to the Attorney General and Director of the North Dakota Lottery. Commission members are: RaeAnn Kelsch, Chair, Darlene Watne, Lois Delmore, Laurel Thoreson, and Jerry Klein. The Commission meets at least on a quarterly basis. Its budget is contained in the Office of Attorney General's appropriation.

The Commission represents the best interests of the state, public, and lottery industry, and provides an independent perspective on issues relating to the Lottery operation. The Attorney General and Lottery Director consult with the Commission on substantive policies, plans, issues, contracts, timelines, and lottery activities.

AMBER Alert

AMBER stands for "America's Missing: Broadcast Emergency Response." It is named after Amber Hagerman, a nine-year-old Texas girl who was kidnapped and murdered in 1996. Nationwide, AMBER Alerts have proven to save lives and are being credited for recovering more than 72 abducted children since its launch in 1996.

The North Dakota Lottery will play an important role in the AMBER Alert System in our state. The Lottery's computer system will be able to transmit vital AMBER Alert information, such as descriptions of the abducted child, abductor's car and its license number, to retailers and their customers through the several hundred lottery terminals and electronic display signs across the state. Retailers can print out the messages and give one to each of their customers, so they can be on the look out for the abducted child.

North Dakota's first AMBER Alert was issued on Thursday, March 4th for Rachel Opstedahl from Rolette County. Rachel was found alive on the evening of March 5th in Jamestown. This is very encouraging and shows how important the AMBER Alert really is in North Dakota. A statewide test of the AMBER Alert system on the Lottery terminals will be conducted on April 14, 2004. The Lottery will provide more information to retailers before the test and the results after the test.

When a child is missing, every minute and every pair of eyes can make a difference.

Other Lottery News

New Sticker Enclosed

The terminal sticker with the phone numbers for the Help Desk and the Lottery Office were accidentally misprinted. Enclosed is the correct sticker. Please stick the new one over the old one

Retailer Credit Adjustments

Included in last month's newsletter was the Policy on Retailer Credit Adjustments. For your convenience, this newsletter includes the *Request for Retailer Credit Adjustment* form. Send the completed form with the defective tickets to the Lottery Office when filing a claim. You can also find this form on the Lottery website, www.ndlottery.org.

User ID and Password

For security reasons, the passwords for the terminals have been changed. You will receive your new

password by mail before March 25th. Please keep it in a safe place. User IDs will remain the same.

Ticket Stock

A revised Ticket Stock Inventory Log form, required by the North Dakota Lottery is enclosed. Discard the previous form. You must log the ticket stock on this new form and keep it for at least one year. The instructions are on the form. When ticket stock is delivered by UPS, it will include a three-part Ticket Stock Delivery Report. Please keep this report with your inventory log.

Terminal Troubleshooting

If you have any questions or problems relating to the operation of the terminal, contact Scientific Games Help Desk at 1-866-719-2699. The Help Desk is available 24/7 to assist you.

Terminal Installation

Thank you to all the retailers and their staff for their cooperation and excitement throughout this process. As of March 16th, terminal installations were nearly complete.



The first terminal installation was held at Barlow's Miracle Mart in Bismarck on March 1st—Attorney General Wayne Stenehjem printed a test Lottery ticket

Lottery Advisory Commission Chair Rae Ann Kelsch, inspecting the first installed terminal.



Point-of-Sale items, with the exception of the logo sign, should be as close to your terminal as possible.



Dry Erase board and Game brochures on display near terminal



Lottery Logo backlit sign

Requests for Training

For information about additional training on the lottery terminal, please contact Tammy Backhaus at the Lottery office, at 1-877-NDLOTTO or 701-328-1575.



Office of Attorney General
Lottery Division
600 East Boulevard Avenue
Dept. 125
Bismarck, ND 58505-0040

(701) 328-1574
1-877-NDLOTTO (635-6886)
FAX (701) 328-1580

We're on the web:

www.ndlottery.org

INSERTS:

The following items are included as inserts with this issue:

- ♦ Updated Ticket Stock Inventory Log
- ♦ Request for Retailer Credit Adjustment Form
- ♦ Terminal Sticker
- ♦ FAQ's and Lottery Definitions
- ♦ Quick Reference Card